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**Frost**

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(54) **MODULAR GREETING CARD RACK**

206/45.25, 736, 175, 176, 193, 362.4, 395,  
206/784, 750, 525.1; 312/50, 258, 259,  
312/281; 108/165

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See application file for complete search history.

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(2013.01); **A47F 7/147** (2013.01)

(58) **Field of Classification Search**

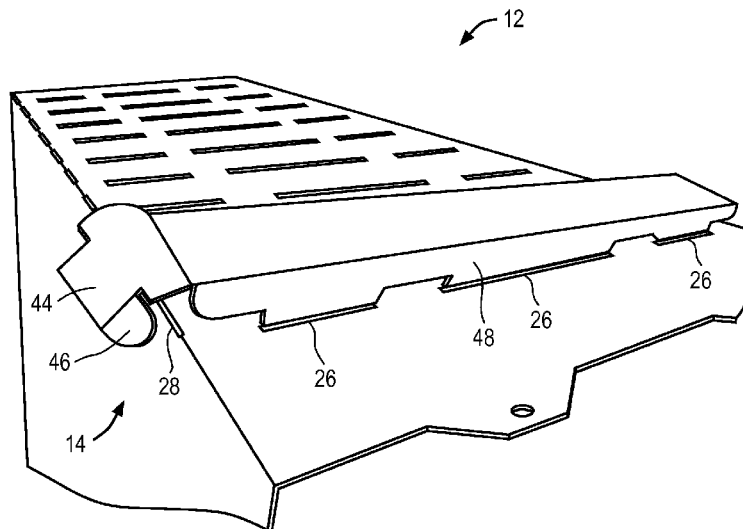
CPC ..... A47F 5/116; A47F 5/11; A47F 5/112;  
A47F 5/0025; A47F 5/0018; A47F 5/118;  
A47F 7/147; A47B 43/02; A47B 55/06;  
A47B 47/06; B65D 5/22; B65H 45/12  
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211/132.1, 52, 55, 50, 195, 126.12, 59.2;  
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(57)

**ABSTRACT**

A rack display including a base having a front panel with a plurality of horizontal and vertical slots included thereon; left and right side panels extending from sides of the front panel; a back panel extending between the left and right side panels; and one or more shelf members including horizontal and vertical tabs. The shelf members are secured to the base by inserting the vertical and horizontal tabs within the vertical and horizontal slots respectively. The rack display is erected from a knockdown configuration by securing the shelf members to the front panel of the base via insertion of the horizontal and vertical tabs within the horizontal and vertical slots respectively.

**14 Claims, 9 Drawing Sheets**



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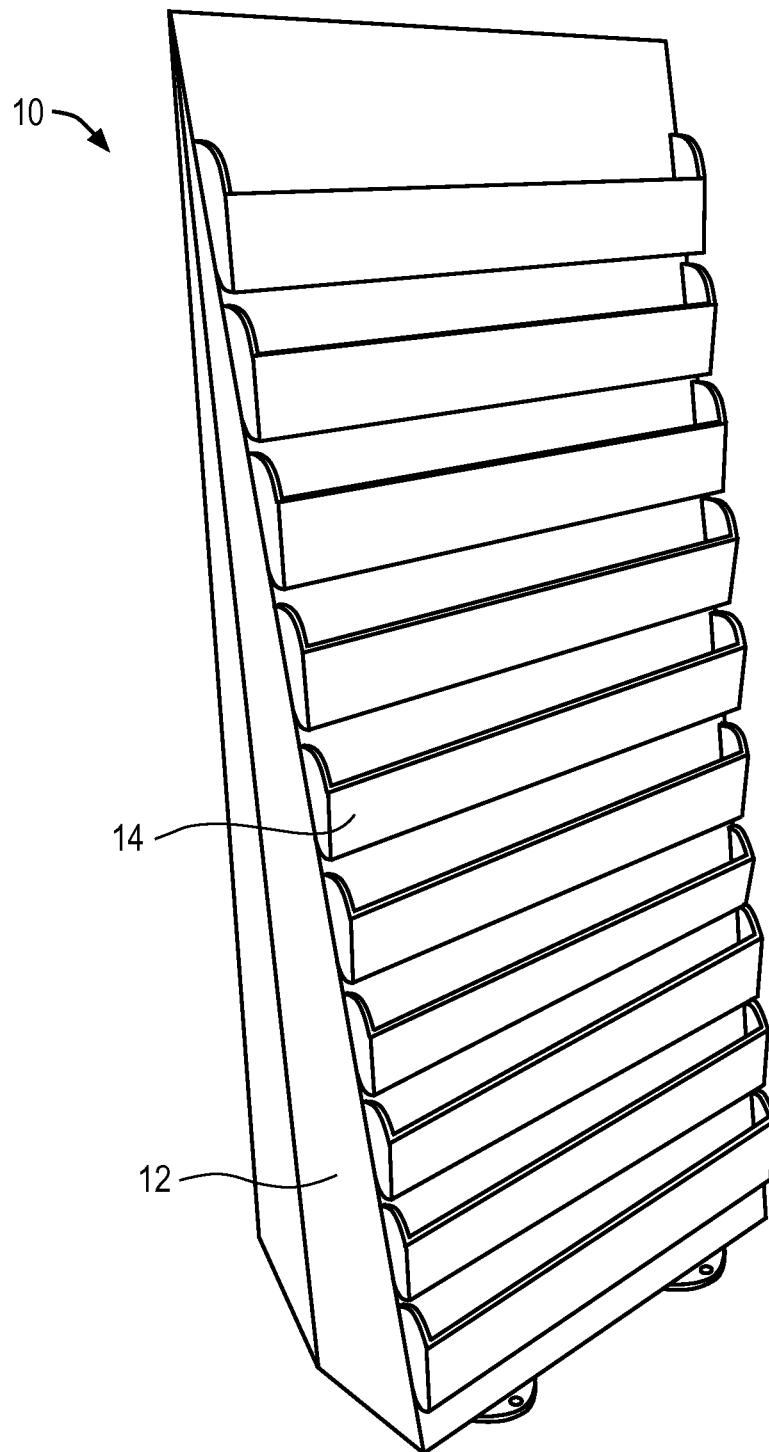


FIG. 1

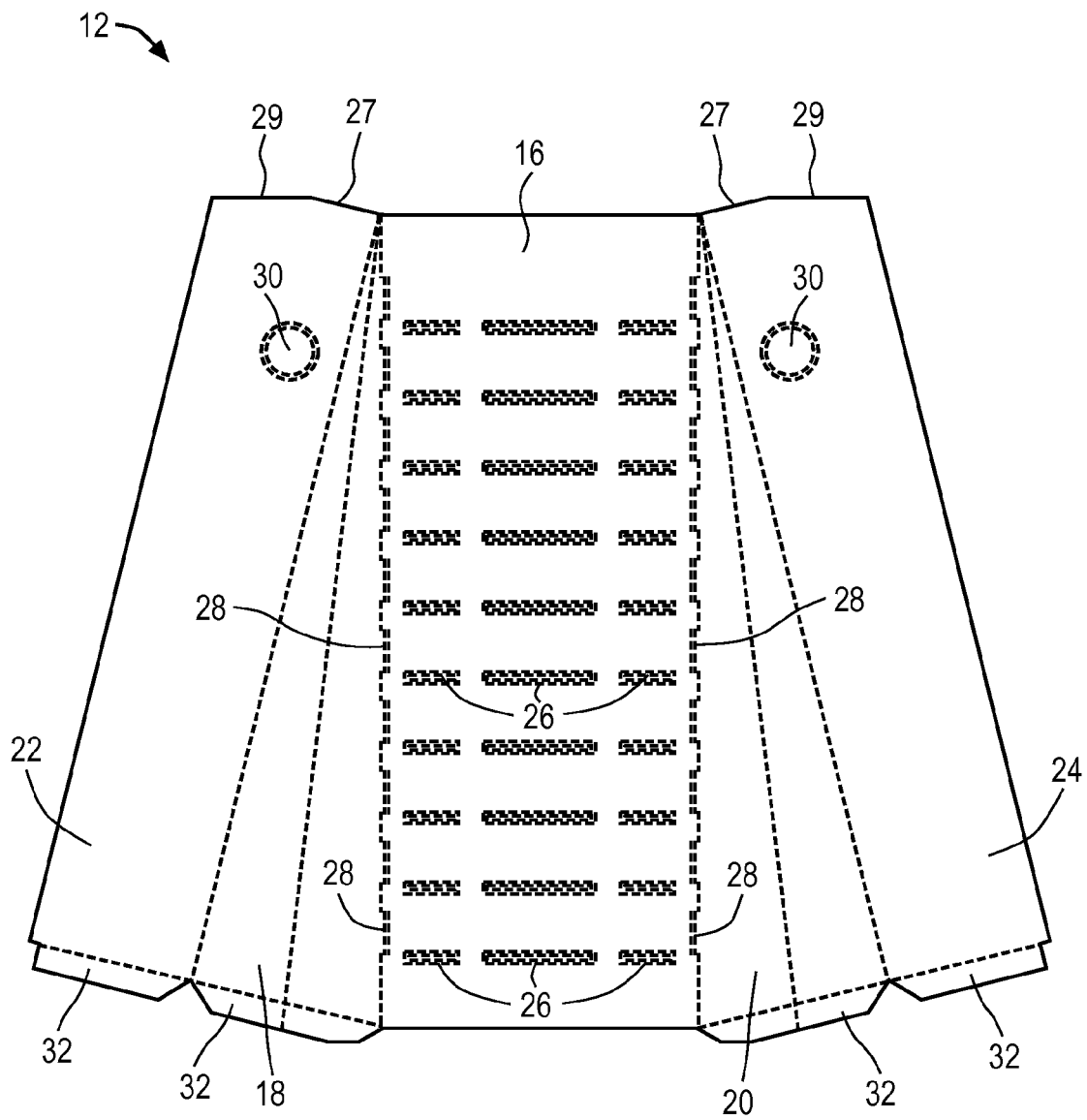


FIG. 2

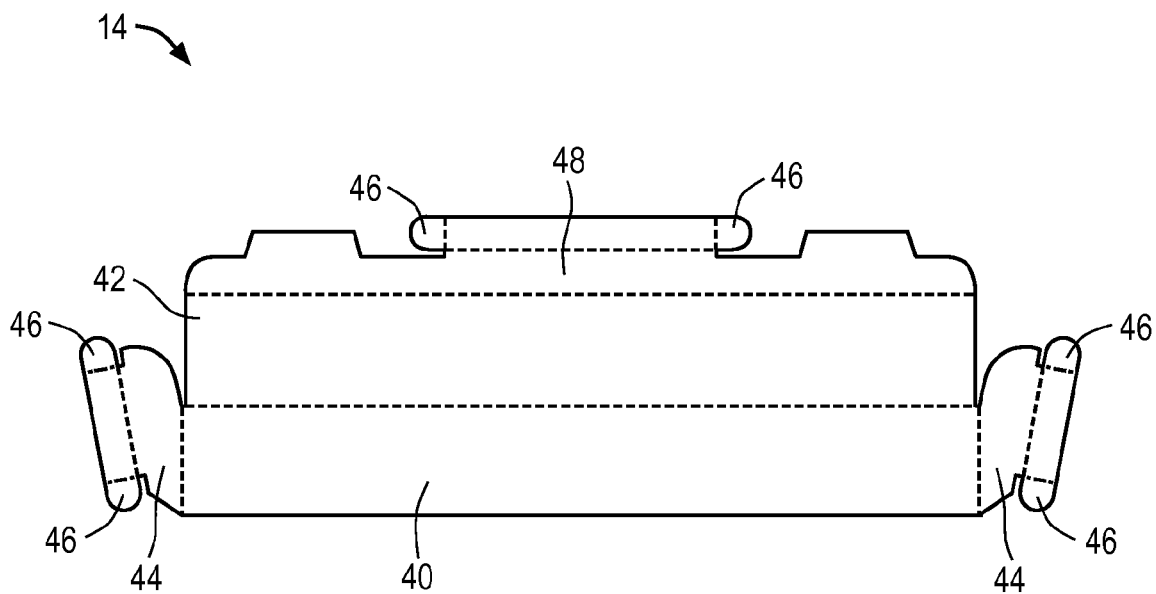


FIG. 3

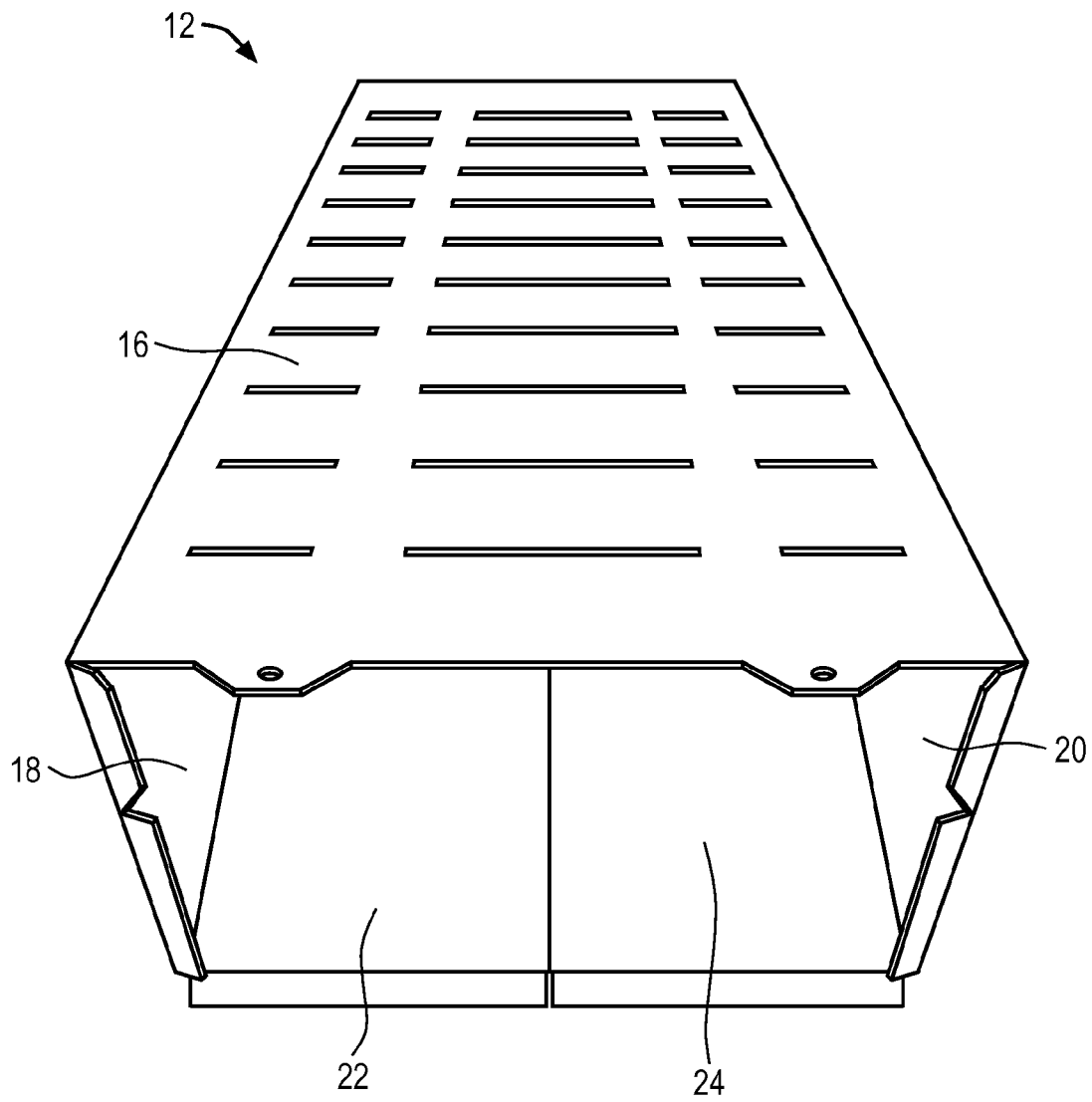


FIG. 4

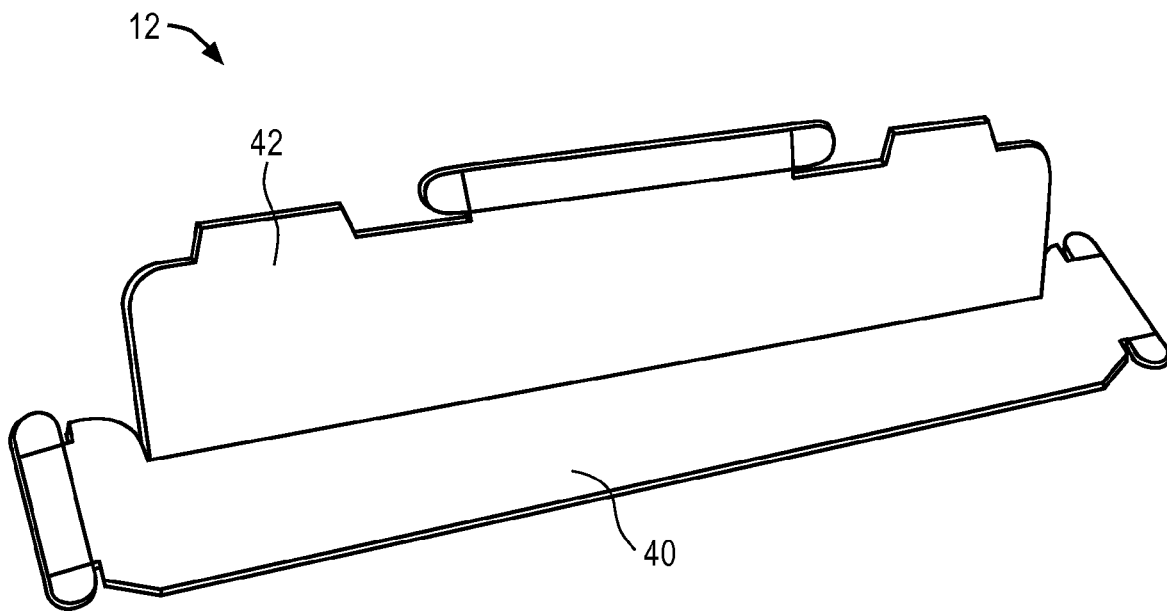


FIG. 5

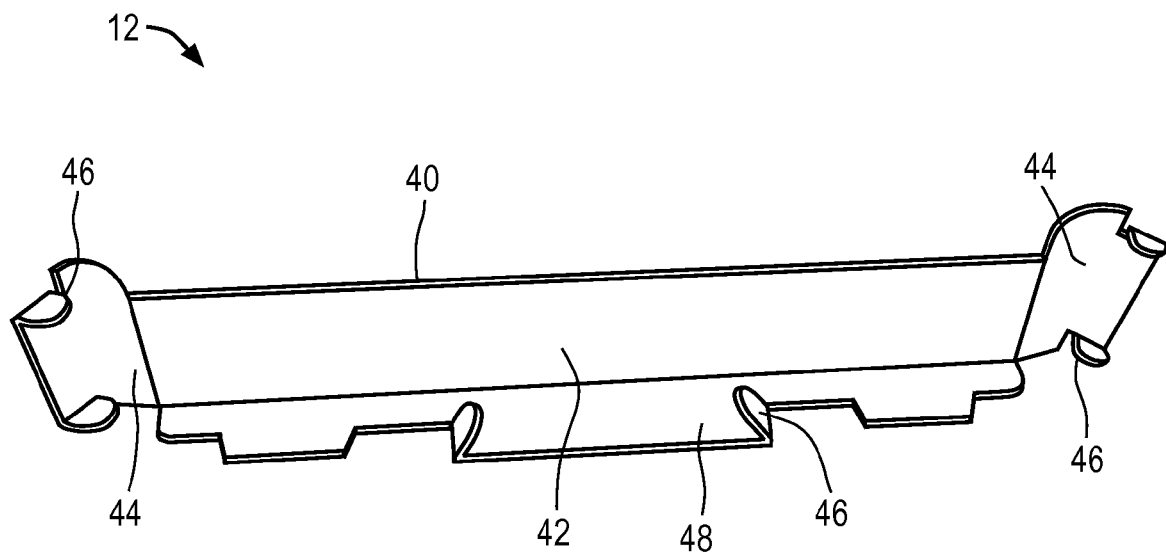


FIG. 6

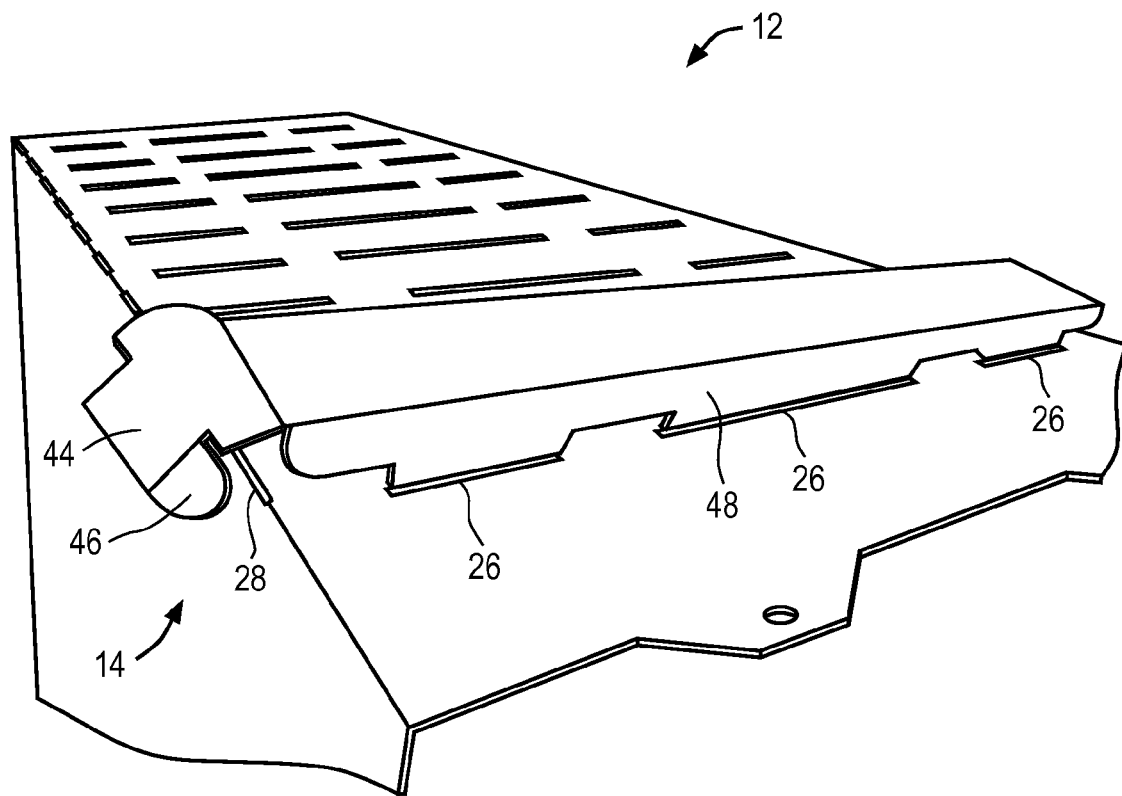


FIG. 7

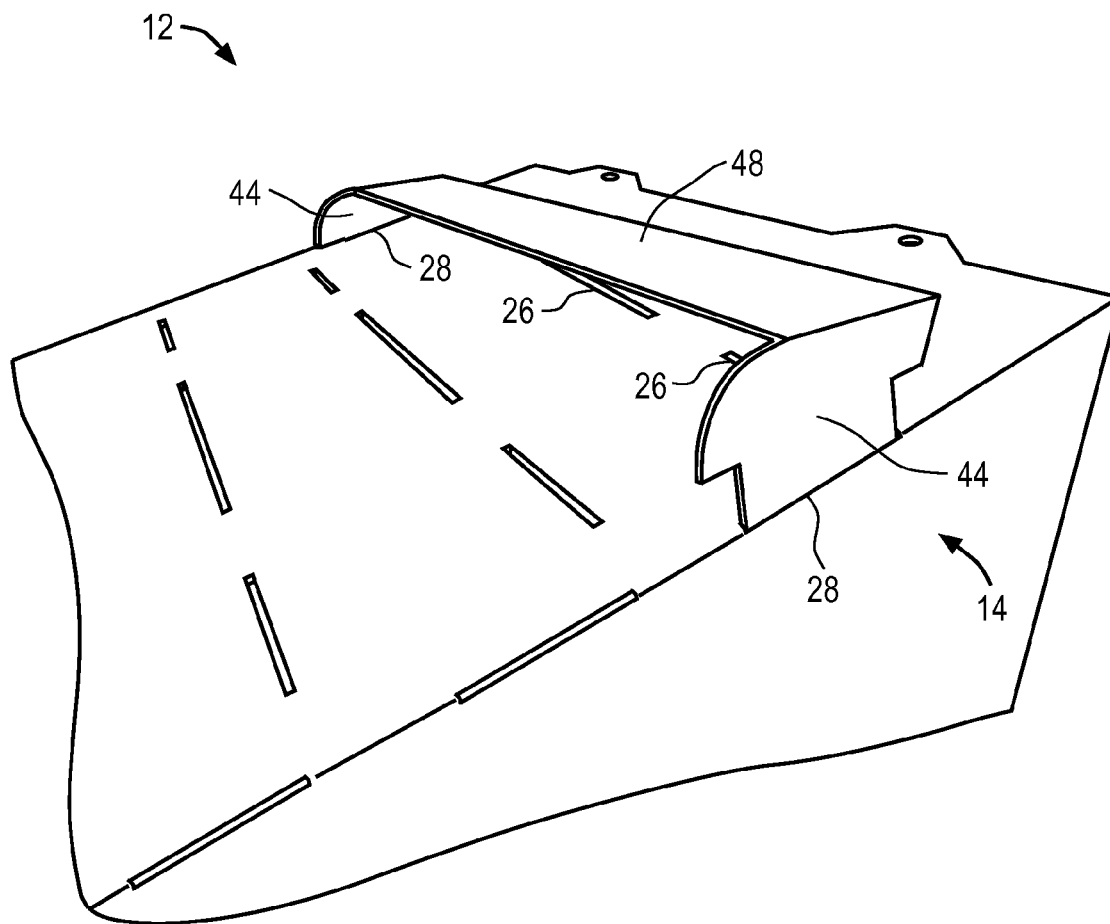


FIG. 8

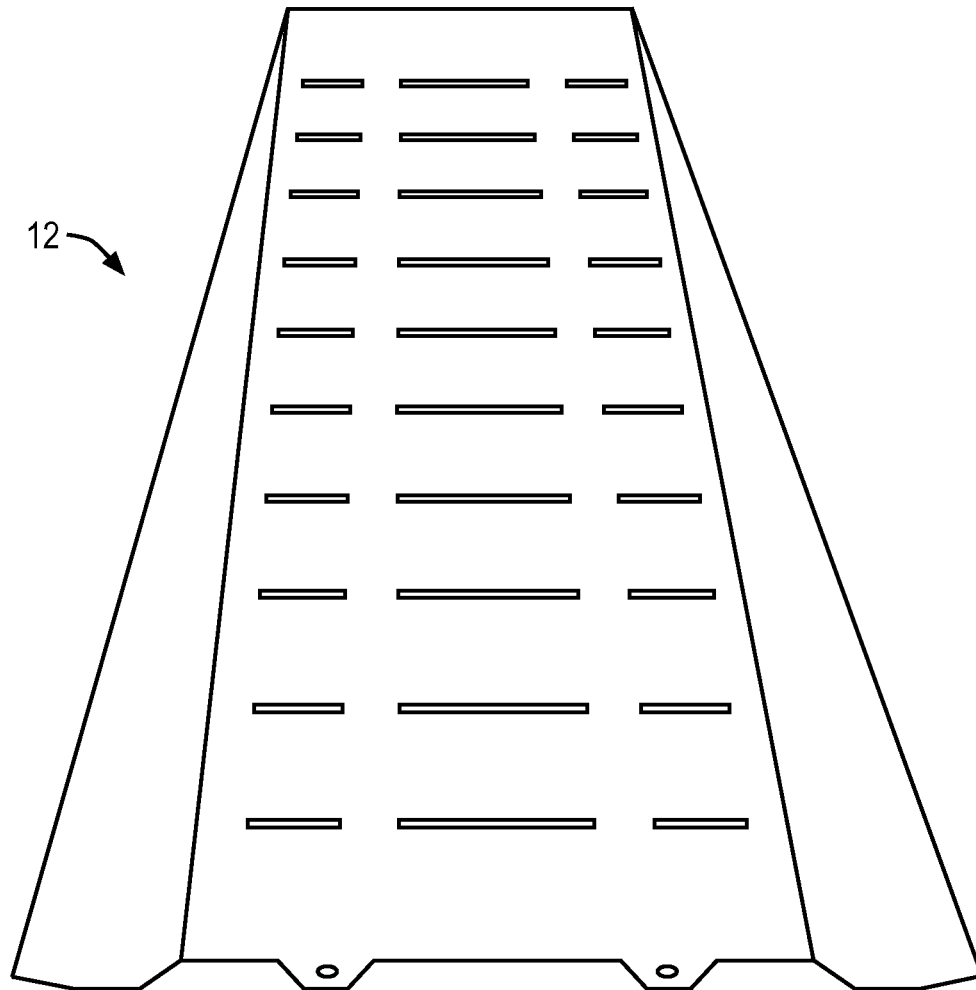


FIG. 9

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**MODULAR GREETING CARD RACK****RELATED APPLICATIONS**

This non-provisional patent application claims priority benefit, with regard to all common subject matter, of earlier-  
 filed U.S. Provisional Patent Application No. 61/748,672,  
 filed Jan. 3, 2013, and entitled "MODULAR GREETING  
 CARD RACK." The identified earlier-filed provisional patent  
 application is hereby incorporated by reference in its entirety  
 into the present non-provisional application.

**FIELD**

Embodiments of the present invention relate generally to  
 the field of point of purchase merchandise displays. More  
 particularly, embodiments of the present invention relate to a  
 corrugated, paperboard display that is manufactured in a fold  
 and/or glue assembly process and that is traditionally pro-  
 vided to an end user in a collapsed or knockdown configura-  
 tion for setup.

**BACKGROUND**

Corrugated displays and containers are often made from  
 pieces of flat paperboard stock material that are die cut into  
 shapes that define various panels. The shapes are folded along  
 predefined lines between the panels with at least one overlap-  
 ing strip or panel that is glued, taped or otherwise affixed to  
 another panel to form an enclosed boundary. The panels are  
 folded and/or glued into place to become the walls of the  
 display or container. The displays or containers are tradition-  
 ally provided to product manufacturers and/or retailers in a  
 collapsed or knock-down configuration for storage, handling  
 and shipping. The manufacturer and/or retailers open the  
 knockdown containers and fold appropriately to utilize the  
 assembled display or container for display and/or packing  
 products therein.

The knockdown displays or containers are typically manu-  
 factured by feeding flat die cut sheets through a fold-and-glue  
 machine. The fold-and-glue machine applies adhesive and  
 folds over select panels so that the panels are in the knock-  
 down configuration. One common knockdown display is a  
 multi-shelved greeting card rack style display. A corrugated  
 card rack display is typically used to display products, such as  
 greeting cards, to consumers at a point-of-sale location. It is  
 desirable to minimize the time and effort necessary to manu-  
 facture the card rack display and to erect the display from its  
 knockdown configuration. Conventional, corrugated card  
 rack displays often include shelves made using a single sheet  
 of corrugated that "accordions" to make multiple shelves.  
 This adds considerably to assembly labor and time as well as  
 to material and labor costs for manufacturing the container.  
 Thus, it would be beneficial to provide a card rack style  
 display that reduces labor and material costs.

**SUMMARY**

Embodiments of the present invention include a rack dis-  
 play comprising a base having a front panel with a plurality of  
 horizontal and vertical slots included thereon; left and right  
 side panels extending from sides of the front panel; a back  
 panel extending between the left and right side panels; and  
 one or more shelf members including horizontal and vertical  
 tabs. The shelf members are secured to the base by inserting  
 the vertical and horizontal tabs within the vertical and hori-  
 zontal slots respectively.

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Embodiments of the present invention also include a  
 method of making a rack display, which includes the steps of:  
 forming a base that includes a front panel opposed by left and  
 right side panels, and a back panel extending from between  
 the side panels; forming a fold line between each adjacent  
 panel of the base; forming one or more horizontal slots and  
 one or more vertical slots through a thickness of the front  
 panel; and forming one or more shelf members that are  
 capable of being secured to the front panel of the base, with  
 each of the shelf members including horizontal and vertical  
 tabs. In such a method, the horizontal tabs are configured to be  
 inserted within the horizontal slots and the vertical tabs are  
 configured to be inserted within the vertical slots.

Embodiments of the present invention additionally include  
 a method of erecting a rack display, which includes the initial  
 step of providing the rack display in a knockdown configura-  
 tion, with the rack display including a base having a front  
 panel opposed by left and right side panels, and left and right  
 back panels extending from the left and right side panels  
 respectively. The front panel includes one or more horizontal  
 slots and one or more vertical slots. Furthermore, the rack  
 display further includes one or more shelf members, with the  
 shelf members having one or more horizontal tabs and one or  
 more vertical tabs. The method additionally includes the steps  
 of: folding the left and right side panels until the side panels  
 are not coplanar with the front panel; folding the left and right  
 back panels until the back panels are not coplanar with the  
 side panels; securing edges of the left and right back panels  
 together; inserting the horizontal tabs of the shelf members  
 within the horizontal slots of the front panel; and inserting the  
 vertical tabs of the shelf members within the vertical slots of  
 the front panel.

This summary is provided to introduce a selection of con-  
 cepts in a simplified form that are further described below in  
 the detailed description. This summary is not intended to  
 identify key features or essential features of the claimed sub-  
 ject matter, nor is it intended to be used to limit the scope of  
 the claimed subject matter. Other aspects and advantages of  
 the present invention will be apparent from the following  
 detailed description of the embodiments and the accompany-  
 ing drawing figures.

**BRIEF DESCRIPTION OF THE DRAWING  
 FIGURES**

Embodiments of the present invention are described in  
 detail below with reference to the attached drawing figures,  
 wherein:

FIG. 1 is a perspective view of a rack display according to  
 embodiments of the present invention, with the rack display  
 including a base and a plurality of shelf members;

FIG. 2 is a plan view of the base of the rack display from  
 FIG. 1;

FIG. 3 is a plan view of a shelf member from the plurality  
 of shelf members of the rack from FIG. 1;

FIG. 4 is a bottom perspective view of the base from FIG.  
 2 in an erected configuration;

FIG. 5 is a perspective view of the shelf member from FIG.  
 3, with the shelf member partially folded in an erect configu-  
 ration;

FIG. 6 is a perspective view of the shelf member from  
 FIGS. 3 and 5, with the shelf member completely folded in the  
 erect configuration;

FIG. 7 is a bottom partial perspective view of the shelf  
 member from FIGS. 3, 5, and 6 being coupled with the base  
 from FIGS. 2 and 4;

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FIG. 8 is a top partial perspective view of the shelf member from FIGS. 3, 5, 6, and 7 being coupled with the base from FIGS. 2, 4, and 7; and

FIG. 9 is a perspective view of the base from FIG. 2 in a semi-knockdown configuration according to embodiments of the present invention.

The drawing figures do not limit the present invention to the specific embodiments disclosed and described herein. The drawings are not necessarily to scale, emphasis instead being placed upon clearly illustrating the principles of the invention.

#### DETAILED DESCRIPTION OF THE EMBODIMENTS

The following detailed description of the invention references the accompanying drawings that illustrate specific embodiments in which the invention can be practiced. The embodiments are intended to describe aspects of the invention in sufficient detail to enable those skilled in the art to practice the invention. Other embodiments can be utilized and changes can be made without departing from the scope of the present invention. The following detailed description is, therefore, not to be taken in a limiting sense. The scope of the present invention is defined only by the appended claims, along with the full scope of equivalents to which such claims are entitled.

In this description, references to “one embodiment,” “an embodiment,” or “embodiments” mean that the feature or features being referred to are included in at least one embodiment of the technology. Separate references to “one embodiment,” “an embodiment,” or “embodiments” in this description do not necessarily refer to the same embodiment and are also not mutually exclusive unless so stated and/or except as will be readily apparent to those skilled in the art from the description. For example, a feature, structure, act, etc. described in one embodiment may also be included in other embodiments, but is not necessarily included. Thus, the present technology can include a variety of combinations and/or integrations of the embodiments described herein.

As used herein, direction or relational terms such as “front,” “back,” “left,” “right,” “top,” and “bottom” are used as an aid to the reader in place of less visual terms such as “first” and “second.” Such terms are used in the context of a user viewing embodiments of the present invention from a front view. Similarly, the term “longitudinal” generally refers to an orientation or direction relative to an axis of elongation, whereas “lateral” refers to an orientation or direction that is generally perpendicular to the axis of elongation.

As shown in FIG. 1, embodiments of the present invention include a rack display 10 that includes a base 12 and one or more shelf members 14 secured to the base for accommodating and displaying products such as, for instance, cards, magazines, books, or the like. In certain embodiments, the rack display 10 is formed from corrugated material, such as paperboard. However, other embodiments provide for the corrugated material to include other similar type materials, such as cardboard, fiberboard, or the like. The rack display 10, including the base 12 and the shelf members 14, is operable to be provided in a knockdown configuration (i.e., a generally flat, two-dimensional form), such as illustrated in FIGS. 2-3. From the knockdown configuration, the rack display 10 is operable to be transformed into an erected configuration, such as shown in FIG. 1.

With reference to FIG. 2, the base 12 of the rack display 10 of embodiments of the present invention comprises a front panel 16 opposed by left and right side panels 18, 20, a left

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back panel 22 extending from the left side panel; and a right back panel 24 extending from the right side panel. In certain embodiments, the front panel 16 is generally a rectangular shaped panel. However, it is understood that other embodiments provide for the front panel 16 to be formed in other shapes without departing from the scope of the present invention. The front panel 16 includes a plurality of rows of horizontal slots 26. In certain embodiments, the front panel 16 has three horizontal slots 26 in each row. However, other embodiments provide for more or less than three horizontal slots 26 in each row. As will be discussed in more detail below, the horizontal slots 26 are used to receive portions of the shelf members 14 to secure the shelf members to the base 12. In addition to the horizontal slots 26, in some embodiments, the front panel 16 includes a plurality of vertical slots 28. In certain embodiments, the front panel 16 includes two vertical slots 28 aligned slightly above each row of horizontal slots 26 and positioned to left and rights of the rows. As with the horizontal slots 26, the vertical slots 28 are used to receive portions of the shelf members 14 to secure the shelf members to the base 12.

In some embodiments, the left and right side panels 18, 20 of the base 12 extend laterally from sides of the front panel 16. The side panels 18, 20 are separated from the front panel 16 via fold lines, which are weakened areas of the corrugated material that allow for the side panels to rotate or fold with respect to the front panel. For example, to create such fold lines in certain embodiments, the corrugated material comprising the rack display 10 is compressed along a thin line defining a fold line. In other embodiments, the corrugated material is cut part way through along the line, or alternatively, cut all or part way through the line at spaced intervals. In some embodiments, each of the side panels 18, 20 are generally shaped in the form of a triangle, such that a width of the side panels is greater at a base of the side panels than at a top of the side panels. However, it is understood that other embodiments of the present invention provide for the side panels 18, 20 to be formed in shapes other than triangles, such as rectangle, squares, circles, ovals, or the like. In certain embodiments, the side panels 18, 20 are longitudinally bisected by a fold line. As such, the side panels 18, 20 are capable of folding about themselves, so as to allow for the rack display to be collapsible, as will be discussed in more detail below.

In certain embodiments, the left and right back panels 22, 24 of the base 12 extend laterally from sides of the left and right side panels 18, 20 respectively. The back panels 22, 24 are separated from the side panels 18, 20 respectively via fold lines. As such, the back panels 22, 24 are capable of respectively rotating or folding with respect to the side panels 18, 20. In some embodiments, the back panels 22, 24 are generally rectangular in shape. However, it is understood that in other embodiments, the back panels 22, 24 are formed in other shapes without departing from the scope of the present invention. For instance, certain embodiments provide for a top edge of each of the back panels 22, 24 to have an angled portion 27 that is angled upward from an upper corner of the front panel 16. The angled portion 27 extends along a portion of the back panels' 22, 24 width. Certain embodiments further provide for a remaining horizontal portion 29 of the top edge of each of the back panels 22, 24 to be generally horizontal and extend from the angled portion 27 to a side edge of the back panels. As such, the angled portion 27 allows for the horizontal portion 29 to be generally flush with a top edge of the front panel 16 when the base 12 is erected, as will be discussed in more detail below. In the embodiment shown in FIG. 2, the angle and length of the angled portion 27 is illustrated for

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exemplary purposes. It will be appreciated that in alternative embodiments other angles and/or lengths are utilized, and in some other embodiments, the entire top edge of the back panels **22, 24** is made to be flush with the top of the front panel **16**.

In certain embodiments of the present invention, the back panels **22, 24** each include an opening **30**, such as a hole formed through a thickness of the back panels, extending through an upper portion of the back panels. In certain embodiments, the openings **30** function as handles for a user to lift and/or carry the rack display **10**. In additional embodiments, the openings **30** allow for access to the interior of the base **12** to aid in assembling rack display **10** and/or securing the shelf members **14** to the base **12**, as will be discussed in more detail below.

In certain embodiments, such as the embodiment shown in FIG. **2**, one or more the various panels (i.e., front, side, and back panels) of the base **12** include bottom support tabs **32** that extend from a bottom edge of the panels. The bottom support tabs **32** are separated from the panels via fold lines, such that the support tabs are free to rotate or fold with respect to the panels. As such, the bottom support tabs **32** are capable of being folded orthogonally with respect to the panels and thus used to provide stability to the rack display **10** when the rack display is in an erected configuration and positioned on a ground surface, as will be discussed in more detail below.

Turning to FIG. **3**, which illustrates the exemplary shelf member **14**. The shelf member **14** includes an outer panel **40** separated by a fold line from an inner panel **42**. The outer panel **40** includes side panels **44** that extend from sides of the outer panel **40** and that are separated from the outer panel via fold lines. In certain embodiments, the side panels **44** include tabs with tab fingers **46** that extend from sides of the side tabs and that are capable of folding about the tabs via fold lines. As will be discussed in more detail below, the tab fingers **46** are used to provide additional support and securement for the shelf members **14** as they are attached to the base **12**. In certain embodiments, the shelf members **14** additionally include a tab panel **48** that extends from the inner panel **42** and that is separated from the inner panel **42** via a fold line. In some embodiments, the tab panel **48** has one or more tabs extending therefrom. In certain embodiments, the tab panel **48** has three tabs extending therefrom. However, other embodiments provide for the tab section **48** to have more or less than three tabs. In certain embodiments of the present invention, the number of tabs of the tab panel **48** corresponds to the number of horizontal slots **26** on a row of horizontal slots **26** on the front panel **16** of the base **12**. In even further embodiments, one or more of the tabs of the tab section **48** include tab fingers **46** that extend from sides of the tabs and are capable of folding with respect to the tabs.

In operation, the rack display **10** is capable of being transformed in a simple and quick manner from the knockdown configuration of FIGS. **2-3** to the erected configuration illustrated in FIG. **1**. To begin, and with reference to FIG. **4**, the left and right side panels **18, 20** are folded about the fold lines separating the side panels from the front panel **16** until the side panels are generally orthogonal to and behind the front panel. Next, the left and right back panels **22, 24** of the base **12** are folded along the fold lines separating the back panels from the side panels **18, 20** until the back panels are generally perpendicular with the side panels. As such, the longitudinal edges of the back panels **22, 24** are secured together, via glue, adhesive, or other method of securement. With the back panels **22, 24** secured together, the base **12** of the rack display **10** is in its erected configuration (i.e., FIG. **4**) and capable of being self-supported on a ground surface. As previously men-

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tioned, in certain embodiments, the base **12** additionally includes bottom tabs **32** extending from bottom edges of one or more of the panels. In such embodiments, the bottom tabs are folded until the tabs are perpendicular with the panels, such that the bottom tabs are operable to provide additional support and stability of the base **12** as it is positioned on the ground surface.

Once the base **12** has been erected, the shelf members **14** are converted from their knockdown configuration to their erected configuration, where they are then secured to the base. To begin, as illustrated by FIG. **5**, each shelf member **14** is erected by initially folding the inner panel **42** about the fold line separating it from the outer panel **40** until the inner panel and the outer panel are folded together. With the inner panel **42** and outer panel **40** folded together, as illustrated by FIG. **6**, the panels are secured together by glue or other adhesive. In some embodiments, the outer and inner panels **40, 42** are glued together during manufacture of the rack display **10**. In other embodiments, the outer and inner panels **40, 42** are glued together during assembly of the rack display **10**. Being secured together as such, the outer and inner panels **40, 42** form a main lip of the shelf member **14**. In some embodiments, the outer and inner panels **40, 42** are formed from corrugated material (i.e., material comprising ridges and troughs). In such embodiments, when the outer and inner panels **40, 42** are folded and secured together, the ridges and troughs are misaligned, thus presenting a cross-corrugated main lip. Having a main lip comprising two pieces of corrugated material, increases and reinforces the strength of the shelf member **14**, such that the shelf member is operable to securely hold heavy items.

Next, the side panels **44** are folded about the fold separating the side panels from the outer panel **40**, until the side panels are generally perpendicular with the outer panel and the inner panel **42**. Similarly, the tab panel **48** is folded about the fold line separating the tab panel from the inner panel **42**, until the tab panel is generally perpendicular with the inner panel and the outer panel **40**. Finally, the tab fingers **46** on the tabs of the side panels **44** and the tab panel **48** are folded against the tabs. In such an erected position, the shelf members **14** are configured for insertion and/or securement to the base **12** of the rack display **10**.

In particular, as illustrated by FIGS. **7-8**, tabs of the tab panel **48** of the shelf members **14** are inserted within the horizontal slots **26** of the row of horizontal slots on the front panel **16** of the base **12**. Additionally, the tabs of the side panels **44** are inserted within the vertical slots **28** that are adjacent to the row of horizontal slots in which the tabs of the tab panel **48** were inserted. Subsequently, the tab fingers **46** are unfolded to their original position, such that the tab fingers retain the tabs within the horizontal and vertical slots **26, 28** so as to restrict removal of the shelf member **14** from the base **12**. It will be appreciated that in other embodiments other tabs of the shelf member **14** include tab fingers **46** as well, and in still other embodiments, varying arrangements of tabs with and without tab fingers are utilized.

With the shelf members **14** secured to the base **12**, the rack display **10** is in its erected configuration, such as shown in FIG. **1**. As such the rack display is capable of being utilized to hold and display various products, such as cards, magazines, books, or the like. To transform the rack display **10** from its erected configuration to its knockdown configuration, a user performs the steps described above in reverse order. In addition, however, as previously described, embodiments provide for the rack display **10** to include fold lines that longitudinally bisect the left and right side panels **18, 20**. As such, from an

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erected configuration, the left and right side panels **18, 20** are capable of being folded about the bisecting fold lines, such that the base **12** collapses until the front panel **16** is folded upon the back panels **22, 24**. Such a semi-knockdown configuration, as is illustrated in FIG. 9, provides for an efficient way to configure the rack display **10** in a two-dimensional arrangement from its erected configuration (i.e., FIG. 1) to facilitate storage and/or transport.

Although the invention has been described with reference to the embodiments illustrated in the attached drawing figures, it is noted that equivalents may be employed and substitutions made herein without departing from the scope of the invention as recited in the claims.

Having thus described various embodiments of the invention, what is claimed as new and desired to be protected by Letters Patent includes the following:

**1.** A method of making a corrugated rack display, comprising:

forming a base that includes a front panel opposed by left and right side panels, and a back panel extending from between said side panels;

forming a fold line between each adjacent panel of said base;

forming one or more horizontal slots and one or more vertical slots through a thickness of said front panel; and forming one or more shelf members that are capable of being secured to said front panel of said base, with each of said shelf members including:

a bottom panel hingedly coupled to a bottom edge of a vertical panel, said bottom panel being folded inward from said vertical panel;

side panels hingedly coupled to opposed ends of said vertical panel, said side panels being folded inward from said vertical panel;

horizontal tabs extending from an inner edge of said bottom panel; and

vertical tabs extending from an inner edge of said side panels,

wherein said horizontal tabs are configured to be inserted within said horizontal slots and said vertical tabs are configured to be inserted within said vertical slots,

wherein one or more of said vertical tabs are formed with tab fingers extending from opposed sides of each vertical tab,

wherein each tab finger is hingedly coupled to its respective vertical tab such that said tab fingers are capable of being folded with respect to said vertical tabs so as to enable said vertical tabs to be inserted into respective vertical slots, and wherein each set of tab fingers is capable of being unfolded so as to retain said vertical tabs within respective vertical slots thereby securing said shelf members to said base, and wherein one or more of said horizontal tabs are formed with tab fingers that are capable of being folded with respect to said horizontal tabs and that are operable to secure said shelf members to said base.

**2.** The method claim **1**, wherein said rack display is formed from corrugated paperboard material.

**3.** The method claim **1**, wherein one or more of said panels of said base are formed with support tabs that are capable of being folded with respect to said panels and that are operable to facilitated stability of said base of said rack display.

**4.** The method claim **1**, wherein a portion of said shelf members are formed with two pieces of corrugated material that are secured together via an adhesive.

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**5.** The method claim **4**, wherein said two pieces of corrugated material are secured together in a cross-corrugated manner.

**6.** The method claim **1**, wherein said shelf member is formed with three horizontal tabs and two vertical tabs.

**7.** The method claim **1**, wherein said back panel includes at least one opening through its thickness, with said opening operable to provide access to an interior of the rack display.

**8.** The method claim **1**, wherein said left and right side panels are each formed with a fold line longitudinally bisecting said panels, such that said rack display is operable to be folded into a knockdown configuration.

**9.** The method of claim **1**, wherein each shelf member defines a pocket between said front panel of said base and said vertical panel of said shelf member when said shelf member is secured to said front panel of said base, said side and bottom panels of said shelf member defining the sides and bottom of said pocket, respectively.

**10.** The method of claim **9**, wherein:

said front panel of said base is sloped slightly backwards such that a vertical panel of a first shelf member is positioned slightly forward and below a vertical panel of a second shelf member so as to enable an item, such as a card or a book, to be placed into said pocket of said first shelf member such that the card or book extends beyond said bottom panel of said second shelf member; and

said side panels of said shelf members are angled to approximately match the slope of the front panel such that the vertical panels of said shelf members remain approximately vertical when said shelf members are secured to said front panel of said base.

**11.** The method of claim **10**, wherein said vertical panel of said second shelf member serves as a back panel for items placed in said pocket of said first shelf member, such as books and cards that extend beyond said bottom panel of said second shelf member.

**12.** The method of claim **1**, wherein each said vertical panel comprises an outer panel and an inner panel, said bottom panel extending from said inner panel and said side panels extending from said outer panel.

**13.** A method of erecting a rack display, comprising:

providing the rack display in a knockdown configuration, wherein said rack display includes a base having a front panel opposed by left and right side panels, and left and right back panels extending from said left and right side panels respectively,

wherein said front panel includes one or more horizontal slots and one or more vertical slots,

wherein said rack display further includes first and second shelf members, with said shelf members including one or more horizontal tabs and one or more vertical tabs,

wherein at least one of said vertical tabs is formed with tab fingers that are capable of being folded with respect to said at least one vertical tab such that each finger is moveable between a folded configuration and an unfolded configuration;

wherein said first and second shelf members further include a tab panel hingedly coupled to an inner panel; folding said left and right side panels until said side panels are not coplanar with said front panel;

folding said left and right back panels until said back panels are not coplanar with said side panels;

securing edges of said left and right back panels together; moving said tab fingers of said first shelf member to the folded configuration so as to enable inserting said vertical tabs within said vertical slots;

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inserting said horizontal and vertical tabs of said first shelf member within respective horizontal and vertical slots of said front panel so as to couple said shelf member to said base at a first position;

moving said tab fingers of said second shelf member to the folded configuration so as to enable inserting said vertical tabs within said vertical slots;

inserting said horizontal and vertical tabs of said second shelf member within respective horizontal and vertical slots of said front panel so as to couple said shelf member to said base at a second position;

wherein said second position is above said first position;

moving said tab fingers to the unfolded configuration such that the tab fingers retain the vertical tabs of said first and second shelf members within their respective vertical slots so as to restrict removal of said shelf members from said base,

wherein said first shelf member is secured to said front panel of said base in a first position and said second shelf member is secured to said front panel of said base in a second position,

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wherein said second position is above said first position, wherein said tab panels of said first and second panels extend approximately horizontally from said front panel of said base, and said inner panels extend approximately vertically upward from respective tab panels so as to define a pocket for supporting items, such as cards and magazines, and

wherein said front panel of said base is sloped slightly backwards such that a card or book placed within said pocket of said first shelf member is capable of extending approximately vertically upward past said tab panel of said second shelf member without extending into the pocket of said second shelf member.

**14.** The method of claim 13, further comprising:

wherein one or more of said horizontal tabs include tab fingers extending from said horizontal tabs,

folding said tab fingers against said horizontal tab before inserting said tabs within said slots;

unfolding said tab fingers from against said horizontal tab after inserting said tabs within said slots.

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